



# North Figueroa Assn.

Highland Park Business Improvement District  
5651 Fallston St., Los Angeles, CA 90042  
Office: 323-255-5030, Fax: 323-257-1036, www.oldla.org

Miranda Paster, Division Manager  
Neighborhood & Business Improvement District Division  
Office of the City Clerk  
Room 224, City Hall, 200 N. Spring St.  
Los Angeles, CA 90012

Subject: North Figueroa Association (Highland Park BID) 3rd quarter report of 2017, contract number C-116953.

## 3rd Quarter 2017

### Public Right of Way

**Security Service Program-** The NFA contracts with General Security regarding Security patrol. The NFA currently has an armed vehicle patrolled officer seven days/week and between 12-16 hours per day. The statistics are as follows:

Patrol Calls for Service	93
Patrol BID Contacts	237
Dispersals	678
Average Response Time	3-5 minutes
Vehicle Patrol	60%
Foot Patrol	40%

**Maintenance Program-** The NFA contracts with Chrysalis a non-profit for its maintenance program. The clean program consists of sidewalk maintenance, trash collections, graffiti removal, weed abatement, tree trimming and landscaping, paper sign and handbill removal, special collections, maintenance problems, Maintenance statistics are as follows:

Bag Count (bags of trash removed)	2,501
Approximate weight	57,523
Graffiti Removed incidents	557
Bulky Items: includes Tables, Sofas, Beds	344

**Design Elements-** Maintenance of Big Bellies and NFA Trash Receptacles. Branding the Old LA continues throughout the district.

**Special Projects-** Old LA CFM- Received a grant from the CFDA to offer Market Match to the Old LA CFM. Market Match Matches up to \$10 per Snap/EBT card for fresh produce. The grant covers two years.

### Corporate Identity & Organization

**Administrative & Corporate Operations-** The North Figueroa Board of Directors meetings in July- Dark, August- Dark and September- no quorum. Current Board members are: Tom Wilson, President, Amy Inouye, Secretary, Stuart Rapeport, Vice-President, James Bygrave, Treasurer, Tom Majich- Marketing Chair, Alex Rudisky, Irene Holguin, Cyrus Etemad, Gustavo Alza, Joy Gibson, John Harb, Dalton Gerlach, Richard Calderon, Gina Alza, Dennis Hernandez.

**Corporate Identity Programs-** The benefit to individual parcels within the District from these services is increased commercial activity which directly relates to increases in lease rates and enhanced commerce. Corporate Identity programs currently in place or being considered are: Big Belly image and communication programs were replaced with Old LA event branding during the quarter. Advertisement for the following went up: CD #1 Jazz Festival, Highland park Independent Film Festival, Lummis Day and Farmers Market. Quarterly newsletter mailed out, Highland Park BID Web Site updated to include minutes and agendas, Old L.A. Branding and Old L.A. Certified Farmers Market.

**Contingency/Reserve-** Costs to conduct a yearly financial review as well as City and County fees, uncollectible assessments, hardship credits and depreciation are included in this budget item. Also included are costs to renew the

District. The above services will only be provided to the individual assessed parcels within the BID boundaries and therefore parcels outside of the boundaries will not receive special benefit.

Sincerely,



Misty Iwatsu, Executive Director

### 3rd Quarter

Budgeted Line/Item	Annual Budget	Amount Spent this Quarter	Amount Spent Y-T-D	Projected Spending Next Quarter
Right of Way	225,350	21,789.07	216,939.61	16,775
Corporate ID & Organization	103,197	5,821.03	80,624.09	85,528
<b>TOTAL</b>	<b>329,547</b>	<b>27,610.10</b>	<b>297,563.70</b>	<b>102,303</b>

### Profit & Loss Standard Statement

10/30/17

#### North Figueroa Association Profit and Loss Standard January through December 2017

	<u>Jan - Dec '17</u>
Ordinary Income/Expense	
Income	
Income	402,605.94
Total Income	402,605.94
Expense	
Right of Way	245,048.07
Corporate ID & Organiza...	86,112.20
Total Expense	331,160.27
Net Ordinary Income	71,445.67
Other Income/Expense	
Other Income	
Non Assessed Income	13,879.04
Interest Income	3.28
Total Other Income	13,882.32
Other Expense	
Grants Expense	1,668.00
Bank Service Charges	30.10
Total Other Expense	1,698.10
Net Other Income	12,184.22
Net Income	<u>83,629.89</u>

## Balance Sheet Standard Statement

10/30/17

### North Figueroa Association Balance Sheet Standard As of September 30, 2017

	<u>Sep 30, '17</u>
ASSETS	
Current Assets	
Checking/Savings	
Assessed B of A- 325061278...	205,260.85
Union Bank- Farmers Market	57,450.91
Non Assessed- B of A	57,586.37
Union Bank- CFM-Petty Cash	<u>32,083.74</u>
Total Checking/Savings	<u>352,381.87</u>
Total Current Assets	<u>352,381.87</u>
TOTAL ASSETS	<u><u>352,381.87</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
4000-Payroll Tax Liabilities	<u>-3,310.08</u>
Total Other Current Liabilities	<u>-3,310.08</u>
Total Current Liabilities	<u>-3,310.08</u>
Total Liabilities	-3,310.08
Equity	
Retained Earnings	145,037.43
Opening Bal Equity	93,428.06
Net Income	<u>117,226.46</u>
Total Equity	<u>355,691.95</u>
TOTAL LIABILITIES & EQUITY	<u><u>352,381.87</u></u>